

WALK FOR **ALOPECIA** & Alopecia Areata Awareness Month



Save the Date
09.27.25

2025

National Partnership Opportunities

Let's Do Something About Alopecia Areata



“NAAF has been the light in the darkness for our daughter Brynn. The support we’ve received from NAAF and the alopecia community has been nothing short of amazing and helped our daughter realize that she is not alone and has a wonderful community that is there to support and uplift her. I’m so proud that her journey has helped inspire others, including my colleagues at RBC. The support from RBC Capital Markets for NAAF and its youth programs has been amazing and will help support countless young people.”

*Shawn Borisoff
Managing Director, RBC Capital Markets*

Imagine waking up to clumps of hair on your pillow. Or turning off the shower only to find a pile of your hair on the drain. And that you have numerous bald spots on your head that are so big they can no longer be hidden.

Millions of Americans don't have to imagine... This is their reality.

Alopecia areata is a common autoimmune disease affecting nearly 7 million Americans which causes unpredictable, often sudden, and severe hair loss. Frequently dismissed as a cosmetic condition, alopecia areata can be a deeply traumatic experience, resulting in emotional and economic pain and social isolation.

It is not just hair.

A catalyst for driving research, support, and awareness, the National Alopecia Areata Foundation (NAAF) empowers our community with more choices. We connect the patient, medical and scientific community to drive research and treatment development, raise awareness to reduce stigma, and provide support to improve lives.

Join the WALK FOR ALOPECIA™ movement and do something about alopecia areata!



Team Sun Pharma



Corporate and family teams across the country joined together for a morning of camaraderie and inspiration while uniting to support everyone living with alopecia areata.



Let's WALK FOR ALOPECIA™

The largest alopecia areata awareness and fundraising campaign in the world!

NAAF's signature nationwide campaign is the finale of Alopecia Areata Awareness Month! The second annual Walk For Alopecia™ was a tremendous success engaging thousands across the country, increasing public awareness of alopecia areata and raising more than \$950,000 to support alopecia areata services and research. The 2025 campaign will continue to build on this achievement, engaging more people in more communities who want to do something about alopecia areata. With a flagship event in San Francisco, volunteer-led community events in select markets around the country, and locally activating Walk Where You Are teams, there is an opportunity for everyone, everywhere to show the world that it is not *just* hair!

Sponsorship of the Walk For Alopecia™ connects your brand, business, and associates directly with the alopecia areata community with multiple opportunities to meet both your marketing and corporate social responsibility goals.



“POWER TO THE BALDIES!”

Alexa, Team Captain and person living with alopecia areata



Alopecia Areata Meet-Up Area at the Walk For Alopecia encourages those living with alopecia areata to connect with each other by providing a visible and dedicated space for community building, networking, and engagement.



WALK FOR ALOPECIA 2024 RESULTS

\$950,000+ RAISED

In Just Our Second Year

GOAL: \$900,000

FEATURED IN 15 NEWSCASTS
IN MAJOR MARKETS INCLUDING
MINNEAPOLIS, SAN FRANCISCO
AND PHOENIX

256M

MEDIA USERS
REACHED

620K+

PROFILE AND
PAGE VIEWS

3,500+

REGISTERED
WALKERS

1M

ONLINE MENTIONS

1.1M

MEDIA MENTIONS
ACROSS THE
COUNTRY

67

NET PROMOTER
SCORE



A WIN-WIN PARTNERSHIP

NAAF is the largest alopecia areata patient organization in the world, founded by patients for patients, and is the leading global source of trusted information and reliable support. Through NAAF, Walk For Alopecia™ sponsors receive unique exposure to the alopecia areata community, **the majority of whom are consumers and household decision makers—91% of whom are more likely to buy from a company that supports a cause important to them.** (Cone Communications)

A summary of partnership benefits is outlined on pages 6 and 7. NAAF is committed to creating a custom strategy for engagement that meets the marketing needs and philanthropic goals of its partners. Thank you for your consideration!

CONTACT

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Alopecia Docs Rock & Follicle Friends Team



"The relentless passion with which the alopecia areata community members support one another is truly inspirational! The Pfizer team was honored to join the Walk For Alopecia™, and we are proud to be working with purpose every day for alopecia areata patients."

Nana Danso
Vice President US Dermatology Marketing, Pfizer

PARTNERSHIP LEVELS & BENEFITS

Custom opportunities available upon request.

	NATIONAL PRESENTING SPONSOR <i>Exclusive</i>	SHINING BRIGHT NATIONAL SPONSOR <i>Exclusive</i>	NATIONAL PLATINUM SPONSOR	NATIONAL GOLD SPONSOR	NATIONAL SILVER SPONSOR
SPONSORSHIP CONTRIBUTION	\$150,000	\$125,000	\$100,000	\$50,000	\$25,000
WEBSITE & SOCIAL MEDIA EXPOSURE					
Company logo and link on the campaign landing page at naaf.org/walk					
Company name listed on the campaign landing page at naaf.org/walk					
Company logo and link in select Walk campaign emails					
Company name listed in select Walk campaign emails					
Company featured in select Walk social media posts on all NAAF channels					
Company recognition in thank you social post to sponsors on all NAAF channels					
Company recognition in Walk campaign videos					
Company logo and link on the Alopecia Areata Awareness Month landing page at naaf.org					
Company name listed on the Alopecia Areata Awareness Month landing page at naaf.org					
Company recognized on participant Walk For Alopecia™ promotional social post frame					
DIRECT TO CONSUMER EXPOSURE					
Company name included in event's name: <i>Walk For Alopecia™ presented by Company</i>					
Company recognized as donor in matching dollar promotion					
Company logo and recognition on the mailer sent to select recipients via US Mail					
Company listed on the mailer sent to select recipients via US Mail					
Company logo and recognition in team captain and participant live and recorded online trainings					
Company recognized during team captain and participant live and recorded online trainings					
Company logo and recognition at virtual and in-person kickoff and online rallies					
Company recognized at virtual and in-person kick-off and online rallies					
Company recognized as the sponsor of the Walk Kick-Off at NAAF's Conference on June 26, 2025 in Chicago, IL					
Company themed activation kits sent to select Team Captains nationwide					
Company recognition in activation kits sent to select Team Captains nationwide					
Opportunity to provide branded giveaways at all virtual and in-person events					
Company logo in prominent, hierarchical placement on Walk participant T-shirt					

Direct to Consumer Exposure opportunities continued on next page.

PARTNERSHIP LEVELS & BENEFITS

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SPONSORSHIP CONTRIBUTION	\$150,000	\$125,000	\$100,000	\$50,000	\$25,000
DIRECT TO CONSUMER EXPOSURE					
Company listed as a sponsor on Walk participant T-shirt					
Company logo in prominent, hierarchical placement on Walk Kick-Off T-shirt distributed at NAAF's 40 th Anniversary Conference on June 26, 2025 in Chicago, IL*					
Special logo placement on Walk Kick-Off T-shirt and recognition as the official "Walk Kick-Off T-shirt Sponsor"					
Company listed as a sponsor on Walk Kick-Off T-shirt distributed at NAAF's 40 th Anniversary Conference on June 26, 2025 in Chicago, IL*					
Company logo on poster display for dermatologist offices and general marketing					
Official sponsor of the Top Fundraising Club sweatshirt with recognition on the shirt and enclosure					
DAY-OF EVENT EXPOSURE					
Company sponsorship of the Walk Kick-Off luncheon at the 2025 NAAF Patient Conference with speaking opportunity for a senior executive					
Opportunity for company executive to make brief welcome remarks in person at the Walk					
Company provided on-site tent for branding and engagement activities					
Company banner hung in prominent placement at the Walk start/finish line					
Company name on photo frame at participant and social media photo share area					
Company exclusive sponsor of the "Alopecia Meet Up Area" on site at the flagship event and select volunteer led community sites					
Company logo on route signage					
Company listed on route signage					
Company logo on podium sign					
Company logo and recognition on signage as the balloon arch/tower sponsor at select volunteer led community sites					
ADDITIONAL EXPOSURE					
Opportunity to engage Company's associates, vendors, partners, and consumers in the Walk For Alopecia™ by building a fundraising team					
Company logo on Walk promotions at NAAF's 40 th Anniversary Conference on June 26, 2025 in Chicago, IL					
Company recognition on Walk promotions at NAAF's 40 th Anniversary Conference on June 26, 2025 in Chicago, IL					
Company listed in the NAAF Annual Report					

*Committed on or before May 31, 2025.

Alopecia Areata Awareness Month



September is a month-long commemoration and recognition of all those affected by alopecia areata. NAAF works with individuals, community groups, and corporate partners to raise funds, increase awareness, reduce stigma, and empower those living with alopecia areata locally and nationally. **Join NAAF as an officially recognized awareness month partner during September and receive promotion on naaf.org, on NAAF social media channels, and in direct-to-consumer communications.** Show the world you are doing well by doing good while helping to shine the brightest light on alopecia areata.

You can join NAAF as an Alopecia Areata Awareness Month Partner by:

- **Sponsoring the Walk For Alopecia™**
- **Organizing a team** for the Walk For Alopecia™ at your place of business or in your community
- **Planning your own fundraiser** to help raise funds and awareness during September
- **Donating a percentage of your company sales** to NAAF during the month of September
- **Selling a specific product** to benefit NAAF during the month of September
- **Making a donation to NAAF** from your business or community group
- **Sharing NAAF's messaging** on your social media channels during September



To get involved in awareness month, contact Robbie Baker at (415) 851-8966 or robbie@naaf.org.

Awareness Month